

## Marketing and Business Intelligence and Their Impact on Products and Services through Understanding Based on Experiential Knowledge of Customers in Telecommunications Companies

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**Abstract :** Collaboration between marketing and business intelligence (BI) is crucial in today's ever-evolving business landscape. These two domains play pivotal roles in molding customers' experiential knowledge. Marketing insights offer valuable information regarding customer needs, preferences, and behaviors, thus refining marketing strategies and enhancing overall customer experiences. Conversely, BI facilitates data-driven decision-making, leading to heightened operational efficiency, product quality, and customer satisfaction. The analysis of customer data through BI unveils patterns and trends, informing product development, marketing campaigns, and customer service initiatives aimed at enriching experiences and knowledge. Customer experiential knowledge (CEK) encompasses customers' implicit comprehension of consumption experiences influenced by diverse factors, including social and cultural influences. This study primarily focuses on telecommunications companies in Jordan, scrutinizing how experiential customer knowledge mediates the relationship between marketing intelligence, business intelligence, and innovation in product and service offerings. Drawing on theoretical frameworks such as the resource-based view (RBV) and service-dominant logic (SDL), the research aims to comprehend how organizations utilize their resources, particularly knowledge, to foster evolution. Employing a quantitative research approach, the study collected and analyzed primary data to explore hypotheses. The chosen method was justified for its efficacy in handling large sample sizes. Structural equation modeling (SEM) facilitated by Smart PLS software evaluated the relationships between the constructs, followed by mediation analysis to assess the indirect associations in the model. The study findings offer insights into the intricate dynamics of organizational creation, uncovering the interconnected relationships between business intelligence, customer experiential knowledge-based innovation (CEK-DI), marketing intelligence (MI), and product and service innovation (PSI), underscoring the pivotal role of advanced intelligence capabilities in developing innovative practices rooted in a profound understanding of customer experiences. Organizations equipped with cutting-edge BI tools are better positioned to devise strategies informed by precise insights into customer needs and behaviors. Furthermore, the positive impact of BI on PSI reaffirms the significance of data-driven decision-making in shaping the innovation landscape. Companies leveraging BI demonstrate adeptness in identifying market opportunities guiding the development of products and services. The significant impact of CEK-DI on PSI highlights the critical role of customer experiences in driving an organization. Companies that actively integrate customer insights into their opportunity creation processes are more likely to create offerings that match customer expectations, which drives higher levels of product and service sophistication. Additionally, the positive and significant impact of MI on CEK-DI underscores the critical role of market insights in shaping evolutionary strategies. While the relationship between MI and PSI is positive, the slightly weaker significance level indicates a subtle association, suggesting that while MI contributes to the development of ideas, other factors may also influence the developmental and coping landscape, warranting further exploration. In conclusion, the study emphasizes the fundamental role of intelligence capabilities, especially artificial intelligence, emphasizing the need for organizations to leverage market and customer intelligence to achieve effective and competitive innovation practices. Collaborative efforts between marketing and business intelligence serve as pivotal drivers of development, influencing customer experiential knowledge and shaping organizational strategies and practices, ultimately enhancing overall customer experiences and organizational performance.

**Keywords :** marketing intelligence, business intelligence, product, customer experiential knowledge-driven innovation

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